UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE
WO

REPLY TO: 3140 Programs, Cooperative

MAY 22 1978

SUBJECT: 1979 CFFP Order Form

TO: Regional Foresters; Area Directors; Station Directors; State Foresters; Bureau Chiefs, Department of the Interior; and Executive Director, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTON, D.C., AUGUST 15, 1978

USE THIS FORM, with the enclosed campaign guide, to order all your 1979 cooperative forest fire prevention materials. Prices quoted are our best estimate of break-even costs and include prepaid delivery charges to one location for each State Forester, NFS Region, S&PF Area, Experiment Station, USDI agency, and Canada.

STATES should send their orders to the appropriate Region or Area office for transmittal to Washington.

STANDARD PACK requirements apply ONLY to consolidated orders from State Foresters, Regional Foresters, USDI agencies, etc. The individual District Ranger, District Forester, Forest Supervisor, etc., may order only what he needs according to his unit's instructions. Standard Pack will be the rule for consolidated orders.

CREDIT LINES for all Forest Service orders will be limited to agency identification. State Foresters, USDI agencies, and Canadian Forestry Association may have one credit for orders of 1,000 or more pocket planners (79-CFFP-35) and 5,000 or more litterbags (79-CFFP-38).

Materials ordered will be obligated against FY 1979 funds. The WO will request transfer of the full amount obligated early in FY 1979.

Please note in the campaign guide the items that are new this year. They are indicated with asterisks (***). Also note items that are not for free distribution.

Please contact Donald T. Hansen (703) 235-8040 if you have questions relating to your 1979 order.

W. L. Tibbals

for PHILIP L. THORNTON
Deputy Chief

Enclosure

ORDER FORM

1979 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

FROM: _____

Name, Title, Organization, Phone Number

SHIP ORDER TO: _____

_____

(NOTE: Use Freight Address Only; No P.O. Boxes Please)

CREDIT LINE (Items 35 and 38): _____

1979 Item No.	Description	Quantity	Price/ Std. Pk.	Total $$$
1a.	*Basic Poster*, 13" x 18½", paper, std. pack 500		38	
1b.	*Basic Poster*, 13" x 18½", cardboard, std. pack 250		19	
2a.	*Debris Burning*, 13" x 18½", paper, std. pack 200		20	
2b.	*Debris Burning*, 13" x 18½", cardboard, std. pack 200 ..		20	
3.	*Special Poster, Animals*, 20" x 30", std pack 200		16	
4.	*Special Poster, Butterflies*, 20" x 30", std. pack 200 .		16	
5.	*School Poster*, 7" x 10", paper only, std. pack 500		15	
6.	*Teacher's Poster*, 19" x 24", std. pack 100, price ea...		60¢	
7.	*Sticker*, std. pack 500		20	
8.	*Stamps*, blocks of 4, std. pack 1,000		2	
9.	*Teacher's Aid*, (16 page), std. pack 100, price ea.....		80¢	
10.	*Coloring Sheet*, std. pack 500		5	
11.	*Bookmark*, std. pack 500		3	
12.	*Wall Calendar*, std. pack 25, price ea.....		62¢	
13.	*Note Pad*, 5" x 8", std pack 250		37	
14a.	*Smokey Bear Figure*, (10"), full color, price ea.....		10	
14b.	*Smokey Bear Figure*, (10"), natural, price ea.....		9	
15.	*Bookcover*, std. pack 500.....		62	
16.	*Briefolio*, 9 5/8" x 11 3/4", std. pack 50.....		13	
17.	*Placemat*, paper, std. pack 1,000.....		23	

1979 Item No.	Description	Quantity	Price/ Std. Pk.	Total $$$
18.	*Foldout Pamphlet*, std. pack 1,000.....		15	
19.	*Ashtray*, (5½" x 1") std. pack 24.....		18	
20.	*Hold-All Caddy*, (3" x 3"), std. pack 50.....		15	
21.	*Turn-a-date Calendar*, 7" x 14", std. pack 100.....		18	
22.	*"Bear Clip/Scraper"*, 3½ x 4", std. pack 50		28	
23.	*Mirror Calendar Caddy*, 3½" x 4½", std. pack 25		16	
24.	*Token*, (approx. ¼" diameter), std. pack 1,000.....		22	
25.	*Pen*, (two-color), std. pack 100.....		11	
26.	*Pencil*, (two-color), std. pack 250.....		17	
27.	*Key Fob*, std. pack 50.....		27	
28.	*Balloon*, std. pack 500.....		16	
29.	*Desk Set*, std. pack 12.....		87	
30a.	*"Make Campfires Safe" Folder*, std. pack 1,000.....		15	
30b.	*"Safe Debris Burning" Folder*, std. pack 1,000.....		15	
30c.	*"Fire Safety Outdoors" Folder*, std. pack 1,000.....		15	
31.	*Vinyl Sticker*, std. pack 100.....		14	
32.	*Teacher Kit (folder & 3 items)*, std. pack 100.....		30	
33.	*"True Story" Comic*, std. pack 500.....		24	
34.	*"Smokey the Bear" Song Sheet*, std. pack 1,000.....		10	
35.	*Pocket Planner*, (datebook), std. pack 1,000.....		185	
36.	*You and Forest Fires*, std. pack 1,000.....		72	
37.	*Story of the Forest*, std. pack 500.....		23	
38.	*Litterbag*, plastic, std. pack 1,000.....		35	
39.	*Pocket Protector*, std. pack 500.....		39	
40.	*Lapel Tab*, foldover metal, std. pack 1,000.....		12	
41.	*Litterbag*, paper, std. pack 1,000.....		28	
42.	*Name Tag*, adhesive back, std. pack 1,000.....		9	

1979 Item No.	Description	Quantity	Price/ Std. Pk.	Total $$$
43a.	*Sign*, reflective, 44" x 16", "Prevent Forest Fires" ea.		28	
43b.	*Sign*, reflective, 44" x 16", "Prevent Range Fires" ea...		28	
44.	*Wallet Card*, std. pack 1,000.....		7	
45.	*"Junior Forest Ranger Handbook"*, std. pack 400.....		30	
46.	*Coaster*, std. pack 500.....		4	
47a.	*Bumper Strip*, "Prevent Forest Fires", std. pack 100....		22	
47b.	*Bumper Strip*, "Prevent Range Fires", std. pack 100.....		22	
47c.	*Bumper Strip*, "Use Your Ash Tray", std. pack 100.....		22	
48.	*Smokey Bear Citation*, price is each.....		15¢	
49a.	*Sign*, fiberglass, 18" x 24" price ea.....		7	
49b.	*Sign*, fiberglass, 7" x 9", price ea.....		1.75	
50.	*Smokey Bear Appreciation Award*, price ea.....		6	
51.	*"I Think I Love You Smokey Bear"*, patch, std. pack 25..		34	
52a.	*"Prevent Forest Fires"*, patch, std. pack 25.....		5	
52b.	*"Prevent Forest Fires"*, vinyl decal, std. pack 100.....		5	
53.	*"Please Be Careful - Prevent Forest Fires"*, patch, std. pack 25.....		13	
54.	*Ruler*, std. pack 1,000.....		42	
55a.	*"Please Be Careful - Protect our Forests"*, patch, std. pack 25.....		20	
55b.	*"Please Be Careful - Protect our Forests"*, vinyl decal std. pack 100.....		11	
56.	*Sign*, reflective, 5'00" x 7'5" (price is each).....		234	
57.	*Button*, "Please Only You Can Prevent Forest Fires", std. pack 1,000....		110	
58.	*Fire Danger Adjectives*, reflective (price per set of 5)		43	
59a.	*Fire Danger Smokey Poster*, left hand (each).....		11	
59b.	*Fire Danger Smokey Poster*, right hand (each).....		11	

TOTAL VALUE OF ORDER _____

CHARGE APPROPRIATION _____

SMOKEY'S 1979 CAMPAIGN

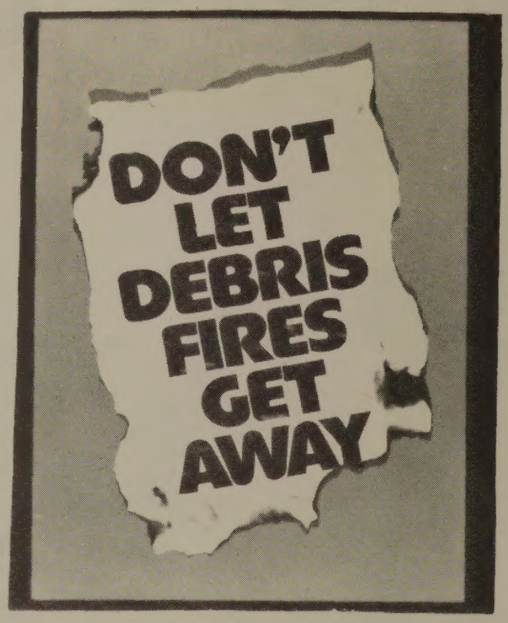
CONSOLIDATED ORDERS DUE IN WASHINGTON, DC BY AUGUST 15, 1978

Cooperative Forest Fire Prevention

Your State Forester and U. S. Department of Agriculture, Forest Service

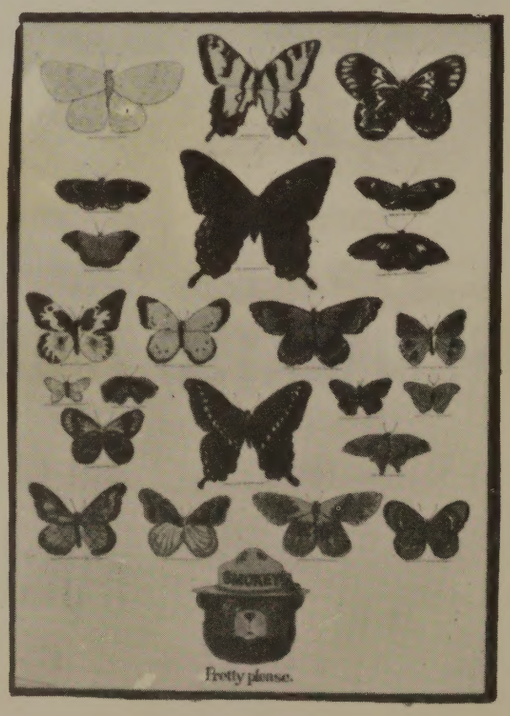
Try something new this year. Each year Smokey's Campaign takes on a new look, due to the different themes used. This year's theme will again deal with "BACK TO BASICS - PART III" Please note that several items shown are not for free distribution. Also several new items (***) are presented to fill special needs.

79-CFFP-1 Basic Poster - 13" x 18 1/2". This basic theme will be carried throughout the entire campaign, including radio and T.V. Order (1a) for indoors, and (1b) for outdoors.



79-CFFP-2 Debris Burning - 13" x 18 1/2". Focusses attention on problem of wildfires caused by escaped trash fires. Order (2a) for indoors and (2b) for outdoors.

79-CFFP-3 Special Poster - Animals - 20" x 30"



79-CFFP-4 Special Poster - Butterflies - 20" x 30"

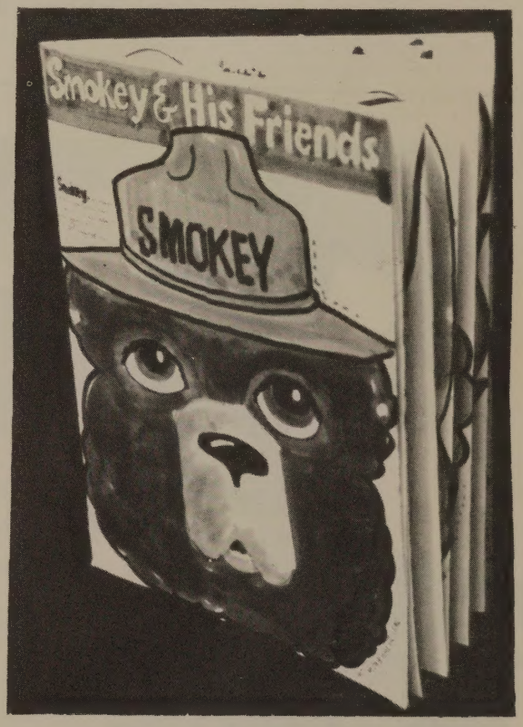
79-CFFP-5 School Poster - 7" x 10". Paper only.

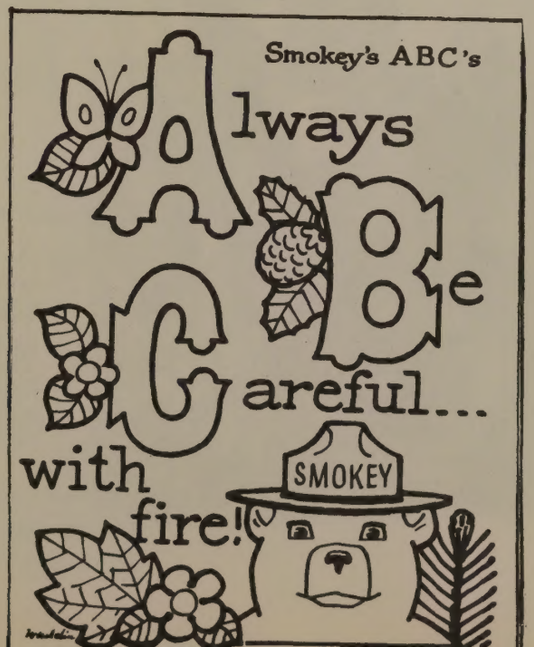
79-CFFP-6 Teacher's Poster - Cut out for standing display - 19" x 24"

79-CFFP-7 Sticker - A pressure-sensitive, adhesive-backed design.

79-CFFP-8 Stamps - Block of four, gummed and perforated.

79-CFFP-9 Teachers Aid - A children's play titled "Smokey & His Friends." 16-page full-color script includes full-face masks of Smokey and his friends (deer, rabbit, tree, etc.). Gives tips on how to present play and teaches a lesson on fire prevention.

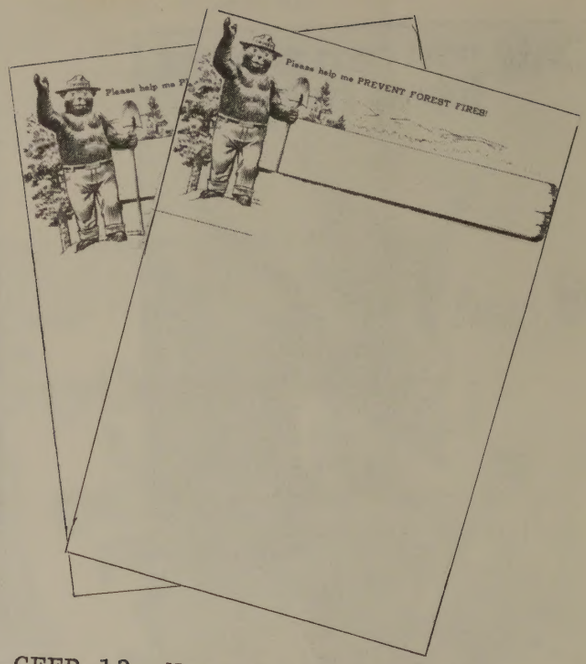




79-CFFP-10 Coloring Sheet.

79-CFFP-11 Bookmark

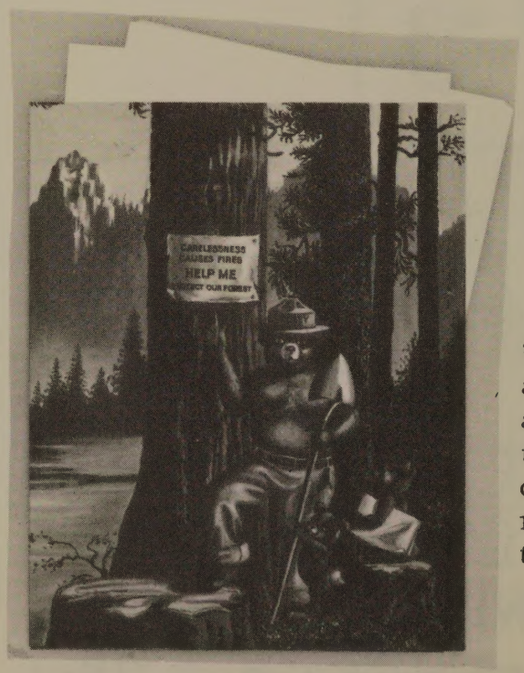
79-CFFP-12 Calendar - 14" x 19 1/2" with fire prevention illustration and accompanying explanation. For special fire prevention cooperators.



79-CFFP-13 Note Pad - Include a simple fire prevention reminder with your informal correspondence (5" x 8", 50 sheets/pad).

*** 79-CFFP-14 Smokey Bear Figure - a colorful 10" high hydracal figure of Smokey Bear, (14a) handpainted in full color and (14b) wood finish natural color.

79-CFFP-15 Bookcover - colorful, water-resistant protection for books.

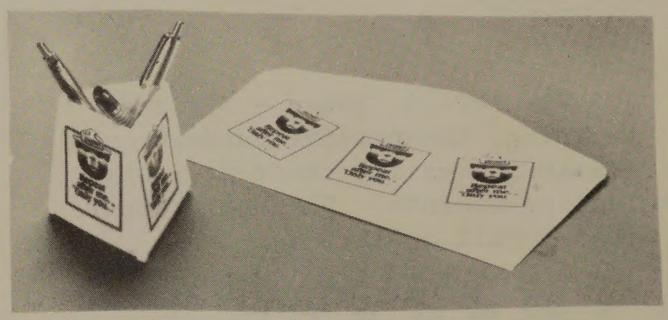


*** 79-CFFP-16 Briefolio - a 9 5/8" x 11 3/4" film laminated multi-color folder with two glued 4 1/2" pockets opening at the spine. Sides reinforced. Handy for presentations and meetings.

79--CFFP-17 Placemat - Use this attractive paper placemat at community dinners, church socials, etc.

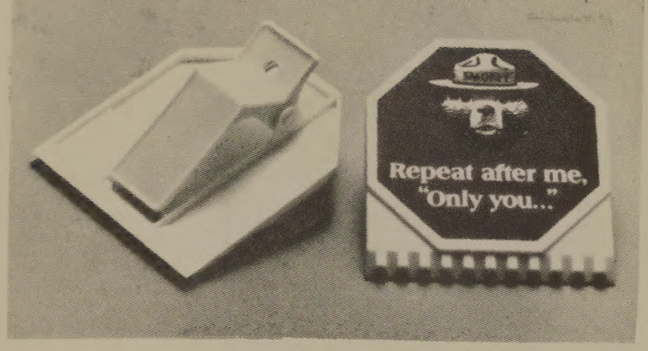
***79-CFFP-18 Foldout Pamphlet. Front cover shows Smokey asking "Suppose you went camping..." Pamphlet reminds everyone of important forest fire prevention measures. Excellent letter stuffer, inexpensive handout for schools, youth groups, and organizations.

***79-CFFP-19 Ashtray. Black, burn-proof melamine plastic. Size 5 1/2" diameter x 1" high). Safety rest prevents cigarettes from falling. Message is screen-etched in brown.

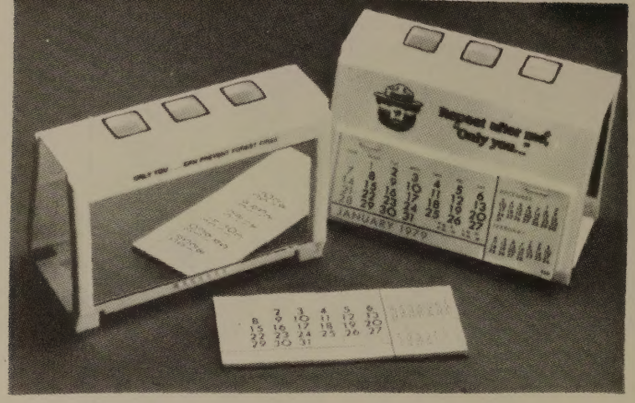


*** 79-CFFP-20 Hold All Caddy - hold pens, pencils, glasses, scissors, etc., 3 panels folded together (3" x 3") with message in 2-color over white.

*** 79-CFFP-21 Turn-A-Date Calendar - a 6-month Smokey Bear calendar on each side. 4 colors make this 7" x 14" item useful and attractive.



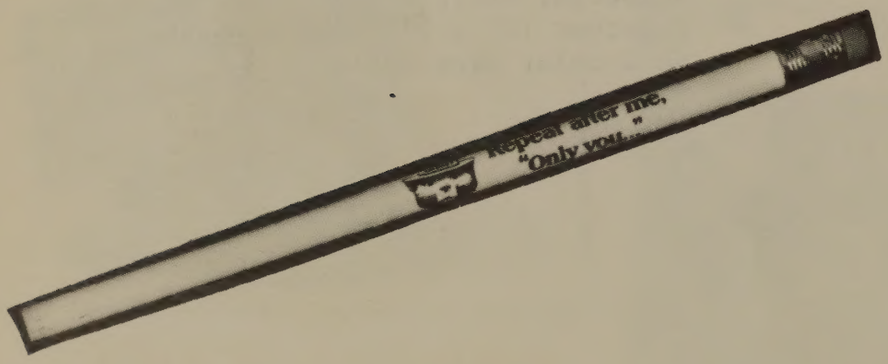
*** 79-CFFP-22 "Bear" Clip/ Scraper - use as snow and ice scraper, also as map holder in car, a giant paper clip in office, message in 2 colors over white (3 1/2" x 4").



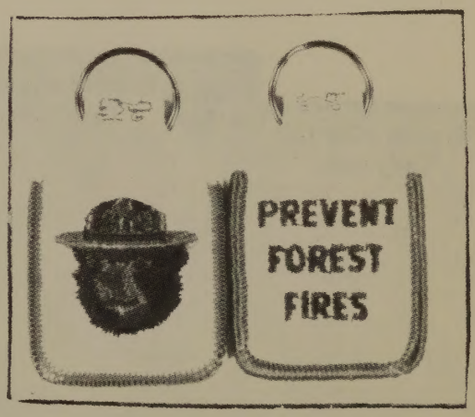
***79-CFFP-23 Mirror Calendar Caddy - Serves multiple purpose - pencil or pen holder, mirror, calendar. With message in 2 colors. Size 3 1/2" x 4 1/2".

*** 79-CFFP-24 Token - New and exciting, inexpensive handout. Aluminum, quality crafted, long-lasting momento. Slightly larger than a half dollar.

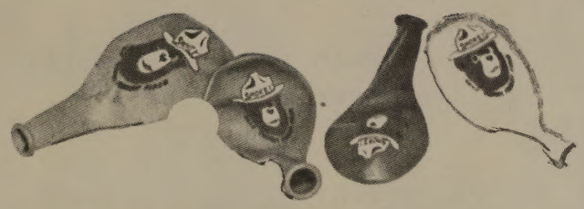
***79-CFFP-25 Pen - Retractable with metal ink filler. Color - fire engine red with white imprinted message.



***79-CFFP-26 Pencil - Round wood Barrel with eraser. Color - fire engine red with white imprinted message.



79-CFFP-27 Key fob.



79-CFFP-28 Balloon - Colorful handout for the youngsters. Smokey's face and a fire prevention message.

79-CFFP-29 Desk Set - Easily adapted for use with local cooperators. 8" figure mounted on a wood base with ball point pen. (NOT FOR FREE DISTRIBUTION).

79-CFFP-30 "How to" Folders - Helpful tips with illustrations. Order (30a) for "Make Campfires Safe", (30b) for "Safe Debris Burning", and (30c) for "Fire Safety Outdoors."

79-CFFP-31 Vinyl Sticker - 7" x 9". Use wherever a highly visible self-stocking prevention message is needed. Black copy on yellow.

79-CFFP-32 Teacher's Kit - Folder, teaching unit, playlet, and song book. Add other items as desired. Effective way to bring Smokey's message into classroom.

79-CFFP-33 "True Story" Comic Book - the popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.

79-CFFP-34 "Smokey the Bear" Song Sheet - with conservation pledge on reverse. An inexpensive handout for schools, youth groups.

79-CFFP-35 Pocket Planner - 1978 date book, conservative, 2-color design, pocket size (3 1/2" x 5 1/2"), plasticoat cover, fire prevention message on each page.

79-CFFP-36 "You and Forest Fires" - a 16-page, 2-color adult-level pamphlet on wildfires and how they affect people.

79-CFFP-37 "Smokey Bear's Story of the Forest" - 16-page booklet. Tells the conservation story in simple yet effective language. Popular as a work bood for grades 1-4.

79-CFFP-38 Litterbag - poly plastic, 9" x 12", printed one side, "Keep America Green and Clean."

79-CFFP-39 Pocket Protector - heavy guage plastic. Protects pocket and pushes prevention.

79-CFFP-40 Lapel Tab - Colorful foldover metal tab.

79-CFFP-41 Litterbag - paper, 9" x 12", printed with illustrations on both sides that are suitable for children to color.

79-CFFP-42 Name Tag - 3 1/2" x 2 3/8", comes in packs of 1,000, pressure-sensitive adhesive on back.

79-CFFP-43a&b - Sign 44" x 16", reflective 2-color, on aluminum, (43a) "Prevent Forest Fires" and (43b) "Prevent Range Fires." (NOT FOR FREE DISTRIBUTION)

79-CFFP-44 Wallet Card - A handout item for field or public appearance contacts.

79-CFFP-45 "Junior Forest Ranger Handbook" - a workbook for use in the classroom in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention.

79-CFFP-46 Coaster - Absorbent 2-color accessory to placemat.

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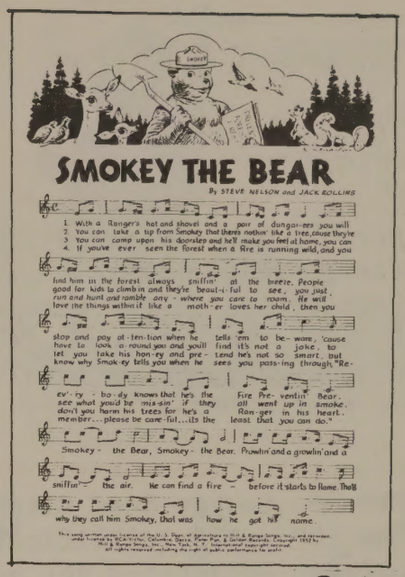

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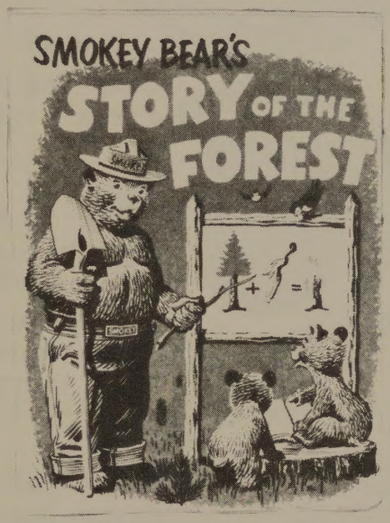

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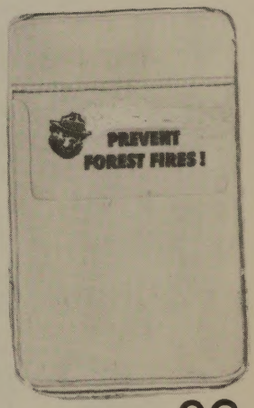

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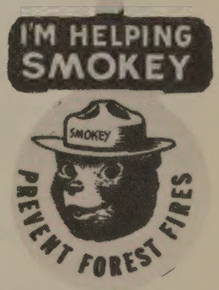

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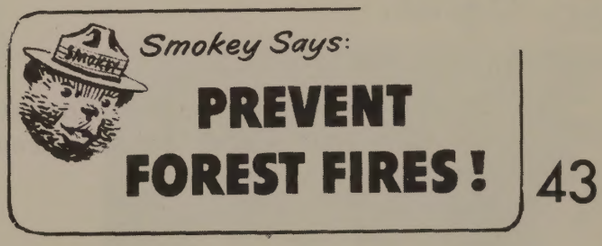

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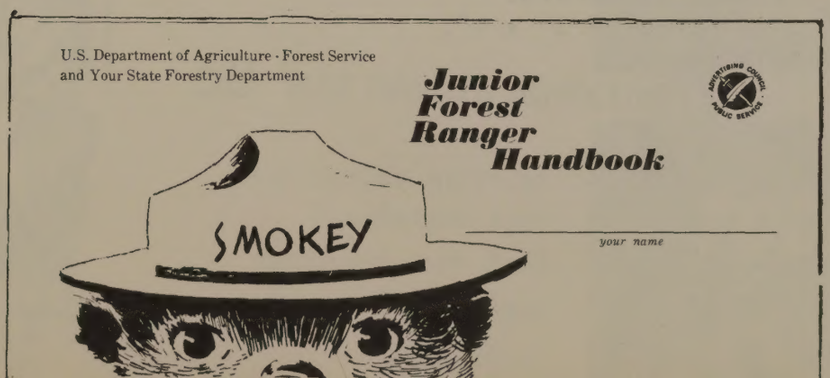

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79-CFFP-47a,b,c Bumper Strips - Reflectorized, flourescent, 2-color, Smokey's head plus (47a) "Prevent Forest Fires"; (47b) "Prevent Range Fires"; (47c) "Use Your Ashtray."

79-CFFP-48 Smokey Bear Citation - 12" x 10" vellum certificate, 4-color. Authorized for outstanding service to forest fire prevention of less than State-wide scope over past 2 or more years. (NOT FOR FREE DISTRIBUTION)

79-CFFP-49a&b Sign - fiberglass, yellow with Smokey Bear Head and "Prevent Forest Fires". Order (49a) for 18" x 24", and (49b) for 7" x 9". (NOT FOR FREE DISTRIBUTION)

79-CFFP-50 Smokey Appreciation Award - 6" x 6" natural wooden shield, silk screened. Includes metal plate and box. Authorized for local service to forest fire prevention over past years. (NOT FOR FREE DISTRIBUTION)

79-CFFP-51 "I Think I Love You Smokey Bear" - 3" x 4" embroidered patch.

79-CFFP-52a&b "Prevent Forest Fires" 2" diameter (52a) embroidered patch and (52b) vinyl decal.

79-CFFP-53 "Please be Careful - Prevent Forest Fires" - 3" x 4", embroidered patch.

79-CFFP-54 Ruler - 12" wooden, a low-cost handout item for schools, fairs, etc.

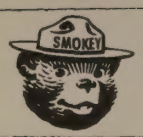
79-CFFP-55a&b "Please Be Careful - Protect Our Forests" - 3 3/4" x 4", (55a) embroidered patch, and (55b) vinyl decal.

79-CFFP-56 Sign - 5'0" x 7'6", reflective 8-color, on aluminum. (NOT FOR FREE DISTRIBUTION)

79-CFFP-57 Button - "Please! Only You Can Prevent Forest Fires" Excellent handout.

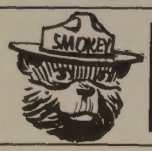
79-CFFP-58 Fire Danger Adjectives - for Standard Fire Danger Sign, 32" x 13" reflective, adhesive back, (set of 5), (for 2-way sign, order 2 sets). (NOT FOR FREE DISTRIBUTION)

79-CFFP-59a&b Smokey Bear Poster - for Standard Fire Danger Sign, 5'8" tall. Full Color. Order (59a) for shovel in left hand, (59b) for shovel in right hand. For 2-say sign order 1 of each. (NOT FOR FREE DISTRIBUTION)



PREVENT FOREST FIRES! 47 a

PREVENT RANGE FIRES b



USE YOUR ASH TRAY c

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49 a&b

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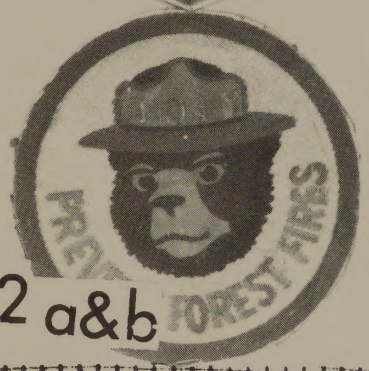

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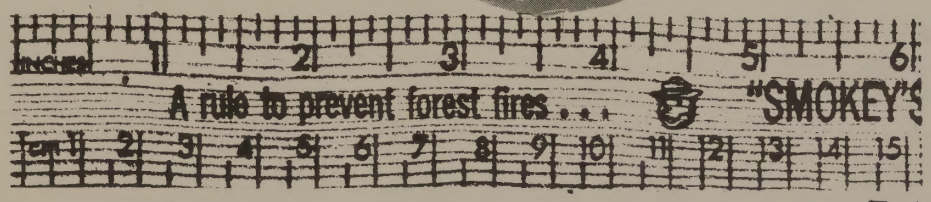

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59 a&b

58 FIRE DANGER ADJECTIVES

(Construction plans of fire danger sign furnished with each order of fire danger adjectives)

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

Remember-
Only you can PREVENT FOREST FIRES!

Dear Friend:

For over 30 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1979.

This guide describes the materials prepared for my 1979 campaign. Some of the items have been around for many years, others are new!

With the cost of printing rising it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by The Advertising Council. The media donate their time and space to forest fire prevention. Last year their donations were worth more than $35 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help. REMEMBER . . . ONLY YOU CAN PREVENT FOREST FIRES!

Your friend,

S M O K E Y

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